

REQUEST FOR PROCUREMENT

MASSACHUSETTS INTERNATIONAL TRADE COUNCIL, INC.
10 PARK PLAZA, SUITE 4510
BOSTON, MA 02116

JULY 27, 2006

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RFP TITLE: INTERNATIONAL FIELD OFFICE, MEXICO
CONTACT PERSON: ELLEN SCHNEIDER

1. DESCRIPTION OF PROCUREMENT

The Massachusetts International Trade Council, Inc. is seeking the services of interested parties that would be responsible for establishing, maintaining, staffing and operating an office in Mexico to increase trade between Mexico and Massachusetts; consultant shall work to increase the trade and exports of Massachusetts' companies and to attract foreign direct investment into the Commonwealth.

2. GENERAL CONTRACT REQUIREMENTS:

All parties should complete, execute, and return the MITCI Terms and Conditions and related documentation with their proposal. Execution of a contract with a selected vendor is subject to negotiation relative to the scope of service, special contract provisions and compensation.

RFP – Required Specifications

Unless otherwise specified in this RFP, all communications, responses and documentation must be in English, all measurements must be provided in feet, inches, and pounds, and all cost proposals or figures in US currency. All response must be submitted in accordance with the specific terms of the RFP. No electronic responses may be submitted.

Reasonable Accommodation. Interested parties with disabilities or hardships that seek reasonable accommodation must communicate such requests in writing to the contact person. Requests for accommodation must submit a written statement which describes

the bidder's disability the requested accommodation to the contact person for the RFP. MITCI reserves the right to reject unreasonable requests.

Public Records. All responses and information submitted in response to this RFP are subject to the Massachusetts Public Records Law, M.G.L. Chapter 66, Section 10 and to Chapter 4, Section 7, Subsection 26. Any statements in submitted response that are inconsistent with these statutes shall be disregarded.

Costs. Costs which are not specifically identified in the interested party's response, and accepted by a department as part of a contract, will not be compensated under any contract awarded pursuant to this RFP. Neither MITCI nor the Commonwealth will be responsible for any costs or expenses incurred by bidders responding to this RFP.

3. EXPECTED DURATION OF CONTRACT(S):

Deadline for submission	August 10, 2006
Initial Contract Duration	September 1, 2006 – July 31, 2007
Option to renew	One year option to renew (subject to performance and appropriate)

4. ANTICIPATED EXPENDITURES, FUNDING OR COMPENSATION FOR EXPECTED DURATION:

Consultant shall be paid the sum of \$4,000 per month from September 1, 2006 – July 31, 2007 and provide a detailed accounting of this fee. The total obligation shall not exceed \$44,000. The funds shall be expended by Consultant in accordance with all applicable laws and regulations and all policies and procedures of MITCI. Travel and hotel expenses outside of the country and significant travel made within country will be in addition to the contract but must be approved by the president of MITCI prior to actual travel.

5. CONTRACT AND PERFORMANCE SPECIFICATIONS, EVENTS AND DELIVERABLES.

It shall be the responsibility of the Consultant to work on a regular basis with the MITCI Boston office, to report on leads and pipeline projects for both exports and foreign direct investment, to track all leads in Salesforce.com tracking system if applicable, and to identify opportunities for Massachusetts firms. If aforementioned outcomes are not satisfactorily completed at such times as may be stipulated then the contract can be terminated with two-week advance notice.

The Consultant shall focus specifically on the following:

1. Identify opportunities for exports and partnerships including:

- a. Regular identification of relevant government and private procurement needs,
 - b. Develop consistent minimum of possible trade leads per month
 - c. Trade shows - attendance at least five shows a year for relevant clusters with a possibility for exhibition at up to two,
 - d. Match-making opportunities – one detailed match-making trip per year,
 - e. On-going assistance for firms and leads developed by the Boston MITCI office and the Massachusetts Export Center,
 - f. Boston-based outreach to firms on export opportunities in Mexico.
- 2. Identify opportunities for Foreign Direct Investment from Mexico including:
 - a. Development of in-country investment seminars and presentations,
 - b. Development of list of targeted companies or sectors,
 - c. Translation of MITCI/Massachusetts marketing materials into Spanish,
 - d. Design of English and Spanish website that can be linked to MITCI site.
- 3. Managing Existing Lead Pipeline:
 - a. Track FDI and Export leads in appropriate Excel or Salesforce.com system. Reporting on pipeline via regular conference call with Boston.

6. ELIGIBILITY CRITERIA:

Parties are eligible if they possess all of the following criteria:

- Demonstrated experience in developing and implementing all services specified in Section 5;
- Extensive knowledge of Mexico's industries and demonstrated experience working in or with private sector;
- Experience developing marketing plans;
- Contact with sales agents and distributors in Mexico;
- Demonstrated experience with trade show participation, both hosting pavilion and firms, and soliciting information;
- Demonstrated experience designing and implementing match-making opportunities in country including individual country outreach and needs as well possible as larger group travel with variety of needs;

- Staff that is fluent in written and spoken English;
- Actual field office/location in Mexico, preferably Mexico City;
- Knowledge of Massachusetts' primary cluster industries including life sciences, information technology, medical devices, and advanced manufacturing;

7. ELEMENTS OF PROPOSAL SUBMISSION:

Interested parties must submit the following information as part of their response:

- Narrative outline of a proposed action plan, consisting of consecutive period plans including itemized budget and relevant details that would address items in Section 5.
- A full agency profile, including names and credentials of principles, ownership, number of years in operation, location of office(s) and services offered directly by agency personnel;
- A list of current and past clients, including all public sector and non-profit clients;
- At least three client references, from the past two years, for the types of services solicited here. For each client, supply the name, phone and fax numbers of a person who must have direct knowledge of your company's capability to provide these services. Unless otherwise directed by the applicant, we will make all efforts to contact these references;
- Documentation of successful programs developed and implemented for current or past clients over the most recent three years;
- A list of contracts with the Commonwealth of Massachusetts or other governmental agencies or departments, whether within the United States or any other country.
- Samples of market research that your organization has performed in the past, especially including distributor identification.

8. EVALUATION CRITERIA:

Information responses will be evaluated by an Advisory Committee, reporting to the President of MITCI, and based on:

- Documented ability of the prospective contractor to meet RFP eligibility requirements;

- Evaluated cost and effectiveness of the prospective contract's budget and plan of action, inclusive of matching funds;
- Overall responsiveness of the proposal to the RFP;

MITCI reserves the right to request further clarification of any proposal submitted. The information submitted in response to such requests for clarification may be considered as factors in the awarding of this contract.

9. GENERAL ADMINISTRATIVE AND SUBMISSION INFORMATION:

- Submission: Interested parties should submit one (1) original and three (3) copies of their proposal to the contact person and address listed above and clearly marked "**RFP – International Office, Mexico**".
- Questions: Email any questions to Ellen Schneider at ellen.schneider@state.ma.us. Questions and answers are available upon written request only. Answers will be emailed to all applicants.
- Selection Timetable: The selection process will close two weeks from the opening of the Procurement process. All submissions must be postmarked by this date; no late applications will be considered.